

## CONCEPT PAPER FOR SEQUIM “ART HOUSE”

September 7, 2017

One of the over all goals of the Sequim Arts Advisory Commission is to foster more artistic related activities and opportunities in the downtown area, specifically around the City Hall Plaza. The Arts Commission has overseen lobby displays; plaza displays, events and activities (ie concerts, dances); Downtown activities (ie Keying Around); and placement of art pieces at City Hall and on the Plaza. We also recognize that our community has a wealth of talented writers, thespians, musicians and artists of all kinds living in and around Sequim.

**Statement of Need:** One of the opportunities missing in our area are small, workable and economical space for art classes, demonstrations, gatherings and lectures. We have talked to local artists who would be interested in an economical, centralized location to hold classes or to use as a studio. While there are facilities (ie OTA, Guy Cole, Sunland, Grange, Pioneer Park) in the area, scheduling a short lived series of classes and/or small meetings, demonstrations or lectures in these spaces is not always a viable option. Usually smaller spaces are all that is needed along with easy access to water, restrooms and a central location are important.

**The Concept:** This proposal is to consider creating an “Art House” in the City owned building located at the SE corner of Spruce and Sequim Ave. (the former temporary City Hall). Currently we know the building is basically empty except for some identified storage areas. It is not being used and the space would be ideal for use by individuals and smaller groups for classes and/or meetings. It is our understanding that the cost to hold this property is currently being completely covered by the City.

Some of the options this space could be used for include: studio space for artists, drawing or painting classes; writing workshops; music instruction (we could provide a piano from Keying Around); social gatherings; demonstrations, meetings or presentations for various groups. The options are limitless. Since the building has water, bathrooms, a minimal kitchen and one larger space with smaller rooms around the center core, a combination of storage and classes could be accommodated.

*Note: While Peninsula College does have class space close by, art classes requiring more space (ie painting) are not really possible and this could be presented as an option to PC to allow them to provide this type of class in Sequim instead of Port Angeles and Port Townsend exclusively as it is now.*

**Financial Concept:** We would need to establish a base hourly fee to cover utilities based on a 30% to 50% usage (est. 15 to 23 hours/week). The assumption here is that the utility "holding" costs would be minimal – based on current figures. The User would then be charged a fee based on their scheduled hours. *See Cost Estimates*

**Examples of usage for an Art Class:** The User would identify the length of the class time (# hours), calendar dates, duration of the class and would be able to schedule space on a master calendar. The fee would be based on space and time usage. They could enroll as many students as they wanted up to the established capacity for each type of class and charge whatever they wanted for their fees. The goal is to have the User realize their fees and cover the facility expenses.

City responsibility would be to

- provide tables and chairs for all classes/events
- draw up agreements between the City and the User and
- develop a facility rental system to handle User scheduling

- require payment of fees in advance to the City of Sequim

The Users would be responsible for any necessary promotions. Any promotions could also be made available on the City website and the tourism website.

*Note: City staff or volunteer would be needed in support of the following: Development and/or review of rental agreements; Receipt of rental deposits/funds; Posting of information on the City websites and identified information dissemination. The goal would be to identify a volunteer, associated with the Arts Advisory Commission, to oversee the rental applications and scheduling during the developmental phases and timing.*

**Murals & Student Involvement:** To make this a visible part of the Sequim central core Arts Project, we would like to work with the Sequim High School art classes to design and execute wall murals surrounding the building. While creating a unique venue, wall murals fit with the concept of murals on other locations downtown and provide a focus while involving students in the execution.

**Grant Possibility:** If the City were to support this concept by providing the building for use based on reimbursement of basic holding expenses, we would be able to list the City as an in-kind participant in this project for Grant Application purposes. Several of the State Arts grants look for participation from municipalities as a criteria. Grant applications would not be limited to the State. We would work with the Olympic Foundation to identify other grant options and would also look at our local resource grantors.

**Cost Estimates :** *Based on initial information provided by the City*  
Current: \$250/month Electric, Sewer & Water (no est. for janitorial)

For budgeting purposes, we are using a figure of \$350/month or \$87.50/week or \$17.50/day based on a 5 day week.

*Note: Using this amount allows for seasonal changes, added janitorial and a percentage to deal with potentially increased electrical or water charges plus hopefully would provide a small reserve fund.*

**Rental Fee Options:** *Initial rates based on holding costs and other facilities*

Assuming most classes/events would probably be 2 to 3 hours in duration, it is possible that 2 or 3 different classes/events could take place each day. Due to the general configuration, it is doubtful that more than one class/event could take place at the same time however. Options below are for the large room, set with tables and chairs. Smaller rooms, if used could be costed separately. Below are 3 **different** approaches to fees.

**Option 1:** Daily Fee of \$35.00 for up to 3 hours; \$65.00 for 3 to 8 hours

This would be charged to each separate class/event scheduled per day. Multiple rentals on one day would need to be monitored to ensure adequate space utilization and/or spacing.

**Option 2:** Hourly Fee of \$15.00 would be good for 1 or 2 hour meetings/events.

**Option 3:** Sliding Scale

Hourly fee of \$17.50 would be charged for event up to 3 hours in duration (\$52.50 max.); A flat fee would be charged for events over 3 hours, ie \$65.00 for 3 to 6 hours; \$85.00 for 6+ hours/day.

All fees would be based on the Renter being responsible for clean up of space; return to readiness for next group. Time blocked would include a grace period of 15-30 minutes prior to and post for arrival

for basic set up and striking of supplies, etc. and could be structured to accommodate specific class/event requirements. Renters not complying could be charged a janitorial fee and subject to monitoring for continued usage (spelled out in agreement).

**Current Usage:** With this program, the goal would be to adequately cover the holding expenses and build a small reserve fund. After a 3 month operational fund is realized, it is proposed that all additional funds received above the monthly cost would be transferred to a general fund managed by the CAAC for art projects/purchases and/or “arts” events in and for the City of Sequim. This could include purchased artwork/sculptures; sidewalk enhancements; special improvements to local downtown areas ie Seal Park; Plaza events ie dances, concerts.

**Summary:** We know this “concept” has been fairly detailed, but felt it should be to show the tremendous possibilities such an “Art House” could provide the City. Having this space as a supplemental, small, affordable rental space for social gatherings or meetings alone will enhance availability for many, but adding the focus on our arts community will show again, that Sequim believes that the Arts – all forms – are important to the overall culture and fabric of our community.

This type of “Art House” is not something we can accomplish without the support of the City. We hope you will consider this and the positive impact it could have to reinforcing the City Hall Plaza core as the “**HEART**” of Sequim. (Not a bad name for it either!)

Thank You for your consideration of this concept.

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Sequim City Arts Advisory Commission